

ZAID AHMED

SENIOR PRODUCT MANAGER

Technical Product Management · Conversion & CX · AI Product Development

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PROFILE

Product leader with 9+ years of experience driving conversion, customer experience, and revenue outcomes for digital platforms across telecom, SaaS, and eCommerce. Known for turning complex technical problems — payments, APIs, automation, AI — into products that measurably move business metrics. Led cross-functional squads of engineers, designers, and QA serving the Australian consumer market. Hands-on with modern AI product development, from LLM-powered features to multi-model architecture evaluation.

IMPACT AT A GLANCE

8–10%

Conversion uplift via behavioural tracking

25%

Customer retention improvement

60%

Faster partner revenue activation

18%

Journey drop-off reduction

PROFESSIONAL EXPERIENCE

Product Owner — Telco · CIMET ([cimet.com.au](https://www.cimet.com.au))

Aug 2024 - Present

Own product strategy for the telecom vertical of Australia's leading comparison and onboarding platform. Lead a cross-functional squad of 8+ engineers, QA, and designers.

- ▶ **Scaled monthly sales throughput** by designing an intelligent sale-submission automation platform that removed manual processing across major retail partners — improving accuracy and freeing operations capacity for growth.
- ▶ **Drove conversion-rate optimisation** across the end-to-end purchase journey, using funnel analytics and A/B testing to eliminate the highest-impact drop-off points between visit and sale.
- ▶ **Owned secure-payments product architecture**, leading evaluation of payment tokenisation strategy across three competing architectures — balancing customer experience, PCI-DSS compliance, and partner constraints for a top-tier telecom brand.
- ▶ **Shipped AI-assisted product capabilities**, evaluating and integrating multiple LLM models (Claude, GPT, Gemini) into customer-facing recommendation and internal automation use cases — establishing the vertical's first AI product practice.
- ▶ **Closed a critical revenue-attribution gap** by redesigning cross-domain conversion tracking, restoring accurate marketing attribution and enabling confident channel investment decisions.
- ▶ **Built executive-grade analytics** giving leadership real-time visibility into conversion leakage across three business verticals — directly informing where the business invests to recover lost revenue.

Senior Business Analyst — Broadband & Mobile · CIMET

Oct 2020 - Jul 2024

- ▶ **Increased customer retention 25%** by reshaping the plan-recommendation experience and purchase journey logic based on behavioural data and customer research.

- ▶ **Reduced journey drop-off 18%** by conceiving and launching address-aware connection-type intelligence (4G/5G/NBN), making every recommendation relevant to the customer's actual serviceability.
- ▶ **Grew assisted-sales closures 30%** by delivering guided journey tooling and a CRM-integrated agent platform that turned average agents into consistent top performers.
- ▶ **Delivered an 8–10% conversion uplift** by introducing event-based behavioural tracking that let marketing teams run precision re-engagement campaigns without engineering support.
- ▶ **Raised quote accuracy to 90%+** by designing a dynamic pricing and filtering engine, materially reducing abandonment at the plan-selection step.

Business Analyst · Spraynt Technologies

Nov 2019 – Oct 2020

- ▶ **Improved delivery efficiency 20%** by re-engineering core business processes, acting as the bridge between business stakeholders and engineering across concurrent projects.

EARLIER CAREER

- ▶ **Business Development Manager, W3Care Technologies** (2018–19) — 85% YoY client growth; pre-sales turnaround cut 40%.
- ▶ **CTO & Co-Founder, WebDream Solutions** (2016–17) — Delivered 10+ web and mobile products for an early-stage studio.
- ▶ **Android Developer, TeleCrabs** (2015–16) — Shipped consumer apps reaching 50K+ downloads.

SKILLS

PRODUCT Product Strategy · Conversion Optimisation · Customer Experience · Roadmapping · A/B Testing · RICE / MoSCoW · Go-to-Market

TECHNICAL REST APIs · Payment Tokenisation · Automation Platforms · PCI-DSS · System Architecture Evaluation · SQL

AI LLM Product Integration (Claude, GPT, Gemini) · Prompt Engineering · AI Workflow Automation (n8n) · Multi-Model Evaluation

DATA Mixpanel · Google Analytics · Amplitude · Superset · Funnel & Cohort Analysis

LEADERSHIP Cross-Functional Squad Leadership · Stakeholder Management · Agile / Scrum · Partner & Vendor Management

CERTIFICATIONS & EDUCATION

- ◆ **Product Management Launchpad** — Airtribe 2024
- ◆ **API Product Manager Certification** — API Academy 2023
- ◆ **Google Project Management Foundation** — Coursera / Google 2022
- ◆ **B.A., Industrial & Organizational Psychology** — IGNOU 2021
- ◆ **Polytechnic Diploma, Computer Science** — Govt. R.C. Khaitan Polytechnic, Jaipur 2016